

This listing of claims will replace all prior versions, and listings, of claims in the application:

Claims 1-22 (canceled)

1 Claim 23 (currently amended): A computer-implemented  
2 method comprising:

- 3       a) accepting, with a computer system including at  
4       least one computer on a network, ad information  
5       associated with an ad;  
6       b) determining, with the computer system, at least  
7       one of (1) a candidate concept having an associated  
8       value and (2) a candidate concept indicator having  
9       an associated value using the accepted ad  
10      information;  
11      c) presenting, with the computer system, the  
12      determined at least one candidate concept and  
13      candidate concept indicator to an advertiser;  
14      [[and]]  
15      d) determining, with the computer system, a  
16      representation of the concept targeting information  
17      for the ad using, at least, advertiser feedback to  
18      the presented at least one candidate concept and  
19      candidate concept indicator; and  
20      e) adjusting, with the computer system, the value  
21      associated with the at least one of (1) a candidate  
22      concept and (2) a candidate concept indicator using  
23      the accepted advertiser feedback.

1 Claim 24 (currently amended): The computer-implemented  
2 method of claim 23 further comprising:

3       f [[e]]) determining, with the computer system, at  
4        least one of (1) a further candidate concept having  
5        an associated value and (2) a further candidate  
6        concept indicator having an associated value using  
7        advertiser feedback; and  
8        g [[f]]) presenting, with the computer system, the  
9        determined at least one further candidate concept  
10      and further candidate concept indicator to the  
11      advertiser.

1       Claim 25 (previously presented): The  
2       computer-implemented method of claim 23 wherein the  
3       candidate concept indicator is a previously processed  
4       search query to which the ad would have been relevant.

1       Claim 26 (currently amended): A computer-implemented  
2       method comprising:

- 3       a) accepting, with a computer system including at  
4        least one computer on a network, targeting criteria  
5        information associated with an ad;
- 6       b) determining, with the computer system, at least  
7        one targeting concept having an associated value  
8        using at least the accepted targeting criteria  
9        information;
- 10      c) determining, with the computer system, a  
11      representation of the determined at least one  
12      targeting concept; [[and]]
- 13      d) associating, with the computer system, the  
14      determined representation with the ad;
- 15      e) adjusting, with the computer system, the value  
16      associated with the at least one targeting concept

17       using at least information from other ads using the  
18       same or similar targeting criteria information; and  
19       f) storing, with the computer system, the adjusted  
20       value in association with the at least one targeting  
21       concept and in association with the ad.

Claim 27 (canceled)

1       Claim 28 (currently amended): A computer-implemented  
2       method for determining concepts of a request, the method  
3       comprising:

- 4       a) accepting, with a computer system including at  
5       least one computer on a network, request  
6       information;
- 7       b) determining, with the computer system, at least  
8       one concept having an associated value using the  
9       request information;
- 10       c) generating, with the computer system, a  
11       representation of the determined at least one  
12       concept, wherein [[a score of least one of]] the  
13       value associated with the determined at least one  
14       [[concepts]] concept in the generated representation  
15       is adjusted using performance information of  
16       advertisements that have been served pursuant to the  
17       concept; and
- 18       d) storing, with the computer system, the adjusted  
19       value in association with the at least one concept.

1       Claim 29 (previously presented): The  
2       computer-implemented method of claim 28 wherein the at  
3       least one concept includes a "no concept" concept.

1 Claim 30 (previously presented): The  
2 computer-implemented method of claim 28 wherein the  
3 performance information is advertisement selection  
4 information.

1 Claim 31 (previously presented): The  
2 computer-implemented method of claim 28 wherein the  
3 performance information is conversion information.

1 Claim 32 (currently amended): A computer-implemented  
2 method for adjusting a [[score-of-a]] value associated  
3 with a concept relative to a request, the method  
4 comprising:

- 5       a) tracking, with a computer system including at  
6       least one computer on a network, performance  
7       information of advertisements served pursuant to the  
8       concept; [and]
- 9       b) adjusting, with the computer system, the [[score  
10      ef]] value associated with the concept relative to  
11      the request using the tracked performance  
12      information; and
- 13      c) storing, with the computer system, the adjusted  
14      value in association with the concept relative to  
15      the request.

1 Claim 33 (currently amended): The computer-implemented  
2 method of claim 32 wherein [[the set of]] adjusting the  
3 [[score]] value associated with the concept relative to  
4 the request includes increasing the [[score]] value  
5 associated with the concept relative to the request if  
6 the tracked performance information is above a threshold  
7 performance level.

1 Claim 34 (currently amended): The computer-implemented  
2 method of claim 32 wherein ~~[[the act of]]~~ adjusting the  
3 [[score]] value associated with the concept relative to  
the request includes decreasing the [[score]] value  
4 associated with the concept relative to the request if  
5 the tracked performance information is below a threshold  
6 performance level.

1 Claim 35 (currently amended): The computer-implemented  
2 method of claim 32 wherein ~~[[the act of]]~~ adjusting the  
3 [[score]] value associated with the concept relative to  
the request uses the tracked performance of the concept  
4 relative to tracked performance of at least one other  
5 concept.

1 Claim 36 (previously presented): The  
2 computer-implemented method of claim 32 wherein the  
3 performance information is advertisement selection  
4 information.

1 Claim 37 (previously presented): The  
2 computer-implemented method of claim 32 wherein the  
3 performance information is conversion information.

Claims 38-59 (canceled)

1 Claim 60 (currently amended): Apparatus comprising:  
2       at least one processor;  
3       at least one communications interface; and  
4       at least one storage device, the storage device  
5       storing program instructions which, when executed by the  
6       at least one processor, perform a method including:

7           a) accepting ad information;  
8           b) determining at least one of (1) a candidate  
9           concept having an associated value and (2) a  
10          candidate concept indicator having an associated  
11          value using the accepted ad information;  
12          c) presenting the determined at least one candidate  
13          concept and candidate concept indicator to an  
14          advertiser; [[and]]  
15          d) determining a representation of the concept  
16          targeting information for the ad using, at least,  
17          advertiser feedback to the presented at least one  
18          candidate concept and candidate concept indicator;  
19          and  
20          e) adjusting the value associated with the at least  
21          one of (1) a candidate concept and (2) a candidate  
22          concept indicator using the accepted advertiser  
23          feedback.

1       Claim 61 (currently amended): The apparatus of claim 60  
2       wherein the stored program instructions which, when  
3       executed by the at least one processor, perform a method  
4       further including:

5           f [[e]]) determining at least one of (1) a further  
6           candidate concept having an associated value and (2)  
7           a further candidate concept indicator having an  
8           associated value using advertiser feedback; and  
9           g [[f]]) presenting the determined at least one  
10          further candidate concept and further candidate  
11          concept indicator to the advertiser.

1       Claim 62 (original): The apparatus of claim 60 wherein  
2       the candidate concept indicator is a previously processed  
3       search query to which the ad would have been relevant.

1       Claim 63 (currently amended): Apparatus comprising:  
2               at least one processor;  
3               at least one communications interface; and  
4               at least one storage device, the storage device  
5       storing program instructions which, when executed by the  
6       at least one processor, perform a method including:  
7               a) accepting targeting criteria information  
8               associated with an ad;  
9               b) determining at least one targeting concept  
10              having an associated value using at least the  
11              accepted targeting criteria information;  
12               c) determining a representation of the determined  
13              at least one targeting concept; [[and]]  
14               d) associating the determined representation with  
15              the ad;  
16               e) adjusting the value associated with the at least  
17              one targeting concept using at least information  
18              from other ads using the same or similar targeting  
19              criteria information; and  
20               f) storing the adjusted value in association with  
21              the at least one targeting concept and in  
22              association with the ad.

Claim 64 (canceled)

1       Claim 65 (currently amended): Apparatus for determining  
2       concepts of a request, the apparatus comprising:

3           at least one processor;  
4           at least one communications interface; and  
5           at least one storage device, the storage device  
6       storing program instructions which, when executed by the  
7       at least one processor, perform a method including:  
8           a) accepting request information;  
9           b) determining at least one concept having an  
10          associated value using the request information;  
11          c) generating a representation of the determined at  
12       least one concept, wherein ~~[[a score of least one~~  
13       ~~ef]]~~ the value associated with the determined at  
14       least one ~~[[eonecepts]]~~ concept in the generated  
15       representation is adjusted using performance  
16       information of advertisements that have been served  
17       pursuant to the concept; and  
18       d) storing the adjusted value in association with  
19       the at least one concept.

1       Claim 66 (original): The apparatus of claim 65 wherein  
2       the at least one concept includes a "no concept" concept.

1       Claim 67 (original): The apparatus of claim 65 wherein  
2       the performance information is advertisement selection  
3       information.

1       Claim 68 (original): The apparatus of claim 65 wherein  
2       the performance information is conversion information.

1       Claim 69 (currently amended): Apparatus for adjusting a  
2       ~~[[score of a]]~~ value associated with a concept relative  
3       to a request, the apparatus comprising:  
4           at least one processor;

5           at least one communications interface; and  
6           at least one storage device, the storage device  
7       storing program instructions which, when executed by the  
8       at least one processor, perform a method including:  
9           a) tracking performance information of  
10      advertisements served pursuant to the concept;  
11      [[and]]  
12      b) adjusting the [[score]] value associated with  
13      the concept relative to the request using the  
14      tracked performance information; and  
15      c) storing, with the computer system, the adjusted  
16      value in association with the concept relative to  
17      the request.

1       Claim 70 (currently amended): The apparatus of claim 69  
2       wherein [[the act of]] adjusting the [[score]] value  
3       associated with the concept relative to the request  
4       includes increasing the [[score]] value associated with  
5       the concept relative to the request if the tracked  
6       performance information is above a threshold performance  
7       level.

1       Claim 71 (currently amended): The apparatus of claim 69  
2       wherein [[the act of]] adjusting the [[score]] value  
3       associated with the concept relative to the request  
4       includes decreasing the [[score]] value associated with  
5       the concept relative to the request if the tracked  
6       performance information is below a threshold performance  
7       level.

1       Claim 72 (currently amended): The apparatus of claim 69  
2       wherein [[the act of]] adjusting the [[score]] value

3       associated with the concept relative to the request uses  
4       the tracked performance of the concept relative to  
5       tracked performance of at least one other concept.

1       Claim 73 (original): The apparatus of claim 69 wherein  
2       the performance information is advertisement selection  
3       information.

1       Claim 74 (original): The method of claim 69 wherein the  
2       performance information is conversion information.

1       Claim 75 (currently amended): The computer-implemented  
2       method of claim 23 further comprising:

3                f) using the determined representation of the  
4       concept targeting information for the ad to  
5       determine a similarity of the ad to a request for  
6       ads.

1       Claim 76 (currently amended): The computer-implemented  
2       method of claim 23 wherein the representation of the  
3       concept targeting information includes a plurality of  
4       concepts, each having a [[seeore]] value.

1       Claim 77 (new): The computer-implemented method of claim  
2       23 further comprising:  
3                f) using the adjusted value associated with the at  
4       least one of (1) a candidate concept and (2) a  
5       candidate concept indicator to control the serving  
6       of the ad.

1       Claim 78 (new): The computer-implemented method of claim  
2       26 further comprising:

3           g) using the adjusted value stored in association  
4           with the at least one targeting concept and in  
5           association with the ad to control the serving of  
6           the ad.

1       Claim 79 (new): The computer-implemented method of claim  
2       28 further comprising:

3           e) using the adjusted value stored in association  
4           with the at least one concept to control the serving  
5           of at least one ad.

1       Claim 80 (new): The computer-implemented method of claim  
2       32 further comprising:

3           d) using the adjusted value stored in association  
4           with the concept relative to the request to control  
5           the serving of at least one ad.

1       Claim 81 (new): The computer-implemented method of claim  
2       77 wherein controlling the serving of the at least one ad  
3       includes

4           1) determining at least one concept having an  
5           associated value and being associated with a  
6           request;

7           2) determining, for the ad, a similarity with  
8           the request using, at least, the at least one  
9           of (1) a candidate concept and its associated  
10          value and (2) a candidate concept indicator and  
11          its associated value, and the at least one  
12          concept and its associated value associated  
13          with the request;

14          3) determining, for the ad, a score using at  
15          least the determined similarity; and

16                   4) determining whether and how to serve the ad  
17                   using at least the determined score.

1       Claim 82 (new): The computer-implemented method of claim  
2       79 wherein controlling the serving of the at least one ad  
3       includes

- 4                   1) accepting a plurality of ads, each of the  
5                   ads having at least one associated targeting  
6                   concept having an associated value;
- 7                   2) determining, for each of the plurality of  
8                   ads, a similarity with the request using, at  
9                   least, the at least one targeting concept and  
10                  its associated value associated with the ad,  
11                  and the at least one concept and its associated  
12                  value associated with the request;
- 13                  3) determining, for each of the plurality of  
14                  ads, a score using at least the determined  
15                  similarity; and
- 16                  4) determining whether and how to serve at  
17                  least one of the plurality of ads using at  
18                  least the determined score.

1       Claim 83 (new): The computer-implemented method of claim  
2       80 wherein controlling the serving of the at least one ad  
3       includes

- 4                  1) accepting a plurality of ads, each of the  
5                  ads having at least one associated targeting  
6                  concept having an associated value;
- 7                  2) determining, for each of the plurality of  
8                  ads, a similarity with the request using, at  
9                  least, the at least one targeting concept and  
10                 its associated value associated with the ad,

11 and the concept relative to the request and its  
12 associated value;  
13 3) determining, for each of the plurality of  
14 ads, a score using at least the determined  
15 similarity; and  
16 4) determining whether and how to serve at  
17 least one of the plurality of ads using at  
18 least the determined score.

1 Claim 84 (new): The computer-implemented method of claim  
2 23  
3 wherein the at least one of (1) a candidate concept  
4 and (2) a candidate concept indicator is a representation  
5 of meaning that is determined by analyzing a sequence of  
6 at least one of (A) word searches and (B) user actions as  
7 the result of word searches, and  
8 wherein the at least one of (1) a candidate concept  
9 and (2) a candidate concept indicator includes context  
10 information.

1 Claim 85 (new): The computer-implemented method of claim  
2 26 wherein the targeting concept is a representation of  
3 meaning that is determined by analyzing a sequence of at  
4 least one of (A) word searches and (B) user actions as  
5 the result of word searches and wherein the targeting  
6 concept include context information.

1 Claim 86 (new): The computer-implemented method of claim  
2 28 wherein the concept is a representation of meaning  
3 that is determined by analyzing a sequence of at least  
4 one of (A) word searches and (B) user actions as the

5 result of word searches and wherein the concept include  
6 context information.

1 Claim 87 (new): The computer-implemented method of claim  
2 32 wherein the concept is a representation of meaning  
3 that is determined by analyzing a sequence of at least  
4 one of (A) word searches and (B) user actions as the  
5 result of word searches and wherein the concept include  
6 context information.